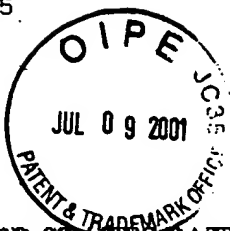


S/N 09/780,273PATENTIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Barrie R. Froseth et al. Examiner: Unknown
Serial No.: 09/780,273 Group Art Unit: 1761
Filed: February 9, 2001 Docket: 869.018US1
Title: CUSTOMIZED FOOD SELECTION, ORDERING AND DISTRIBUTION
SYSTEM AND METHOD

COMMUNICATION RE: CORRECTED APPLICATION PAPERS

Box Missing Parts
Commissioner for Patents
Washington, D.C. 20231

In response to the "Notice to File Corrected Application Papers" (see enclosed copy).
Enclosed are 40 (forty) sheets of formal drawings for the above-identified application.

Applicants assume the application is now in proper order and in condition for
examination. Please direct any inquiries to the undersigned attorney at (515) 233-3865.

If necessary, please charge any additional fees or credit overpayment to Deposit Account
No. 19-0743.

Respectfully submitted,

BARRIE R. FROSETH ET AL.

By their Representatives,

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.
P.O. Box 2938
Minneapolis, MN 55402
(515) 233-3865

Date JULY 5, 2001

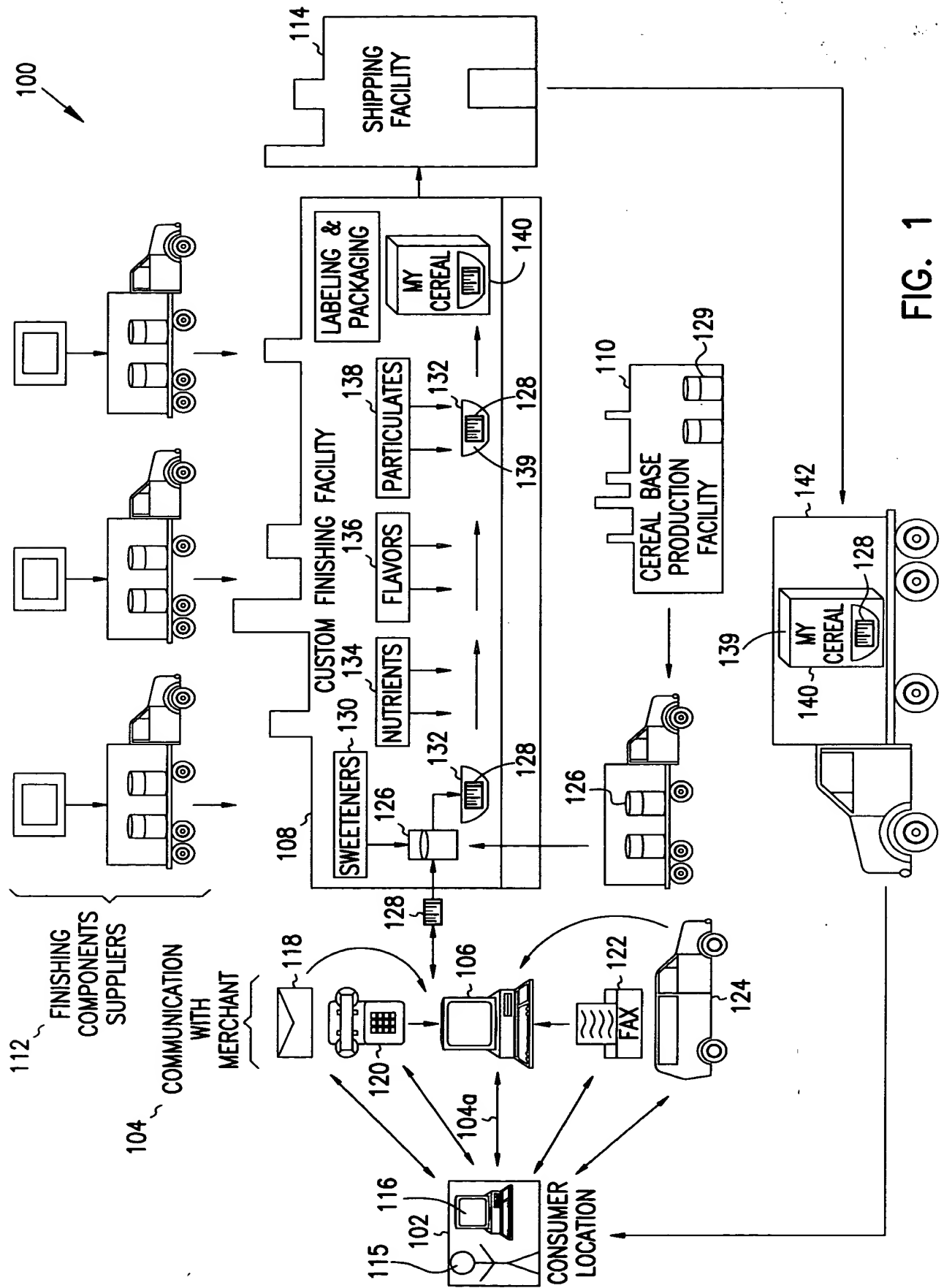
By

Barbara J. Clark
Barbara J. Clark
Reg. No. 38,107
BJC:CMG:ajk

I hereby certify that this correspondence is being
deposited with the United States Postal Service as first
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on July 5, 2001
(Date of Deposit)

Andrew J. Kead

Andrew J. Kead



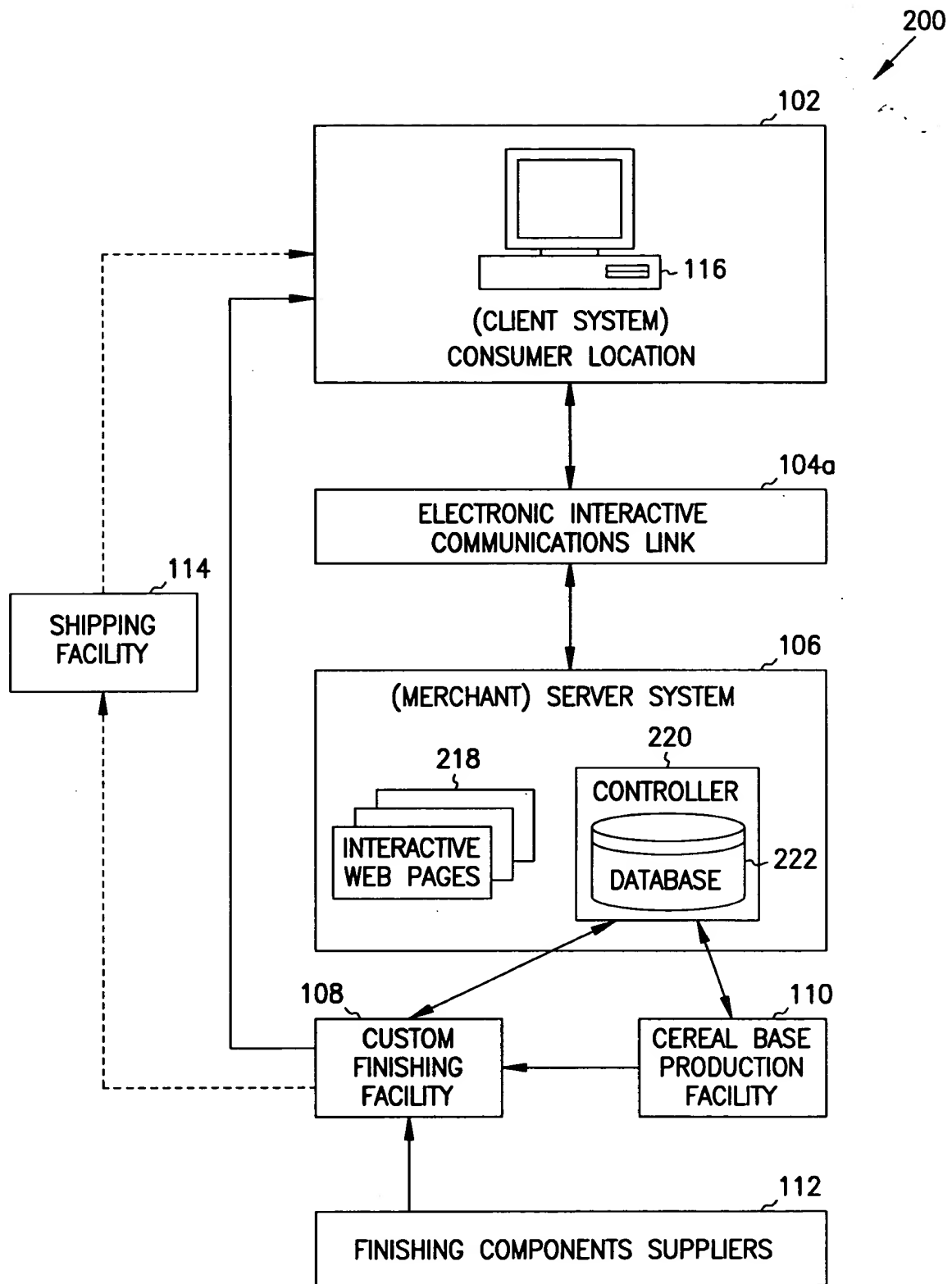


FIG. 2A

CLIENT SYSTEM 116

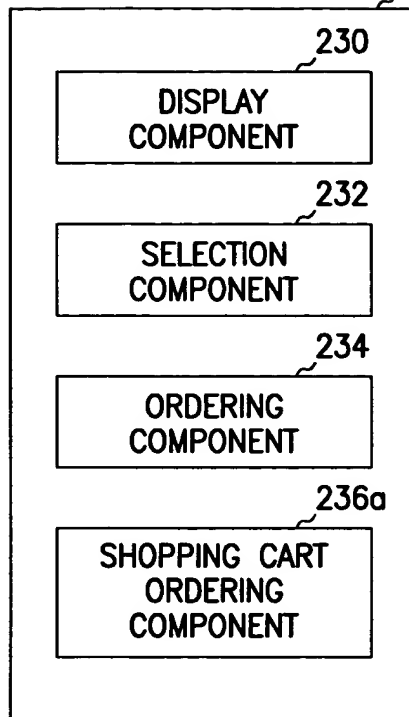


FIG. 2B

SERVER SYSTEM 106

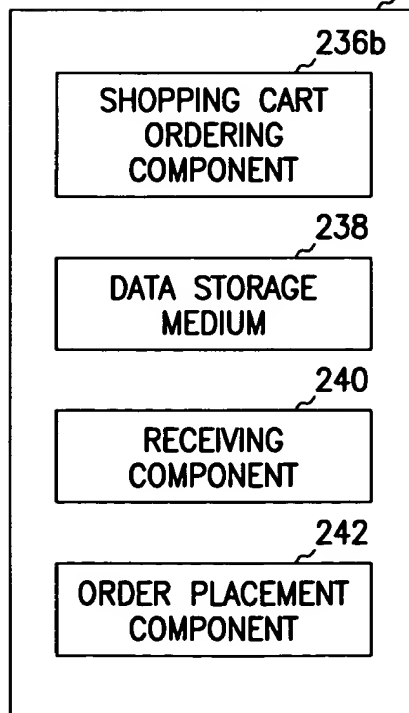


FIG. 2C

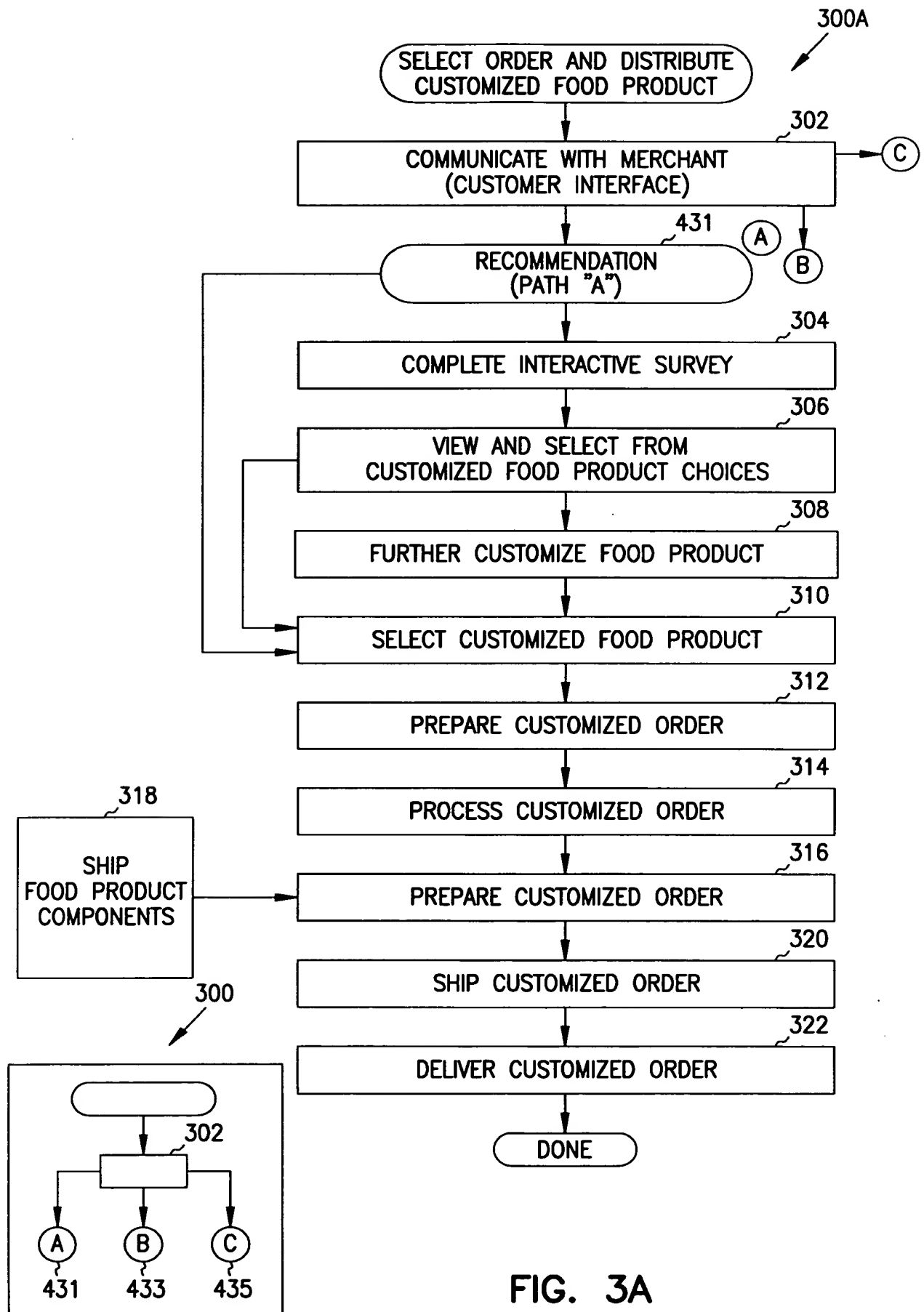


FIG. 3A

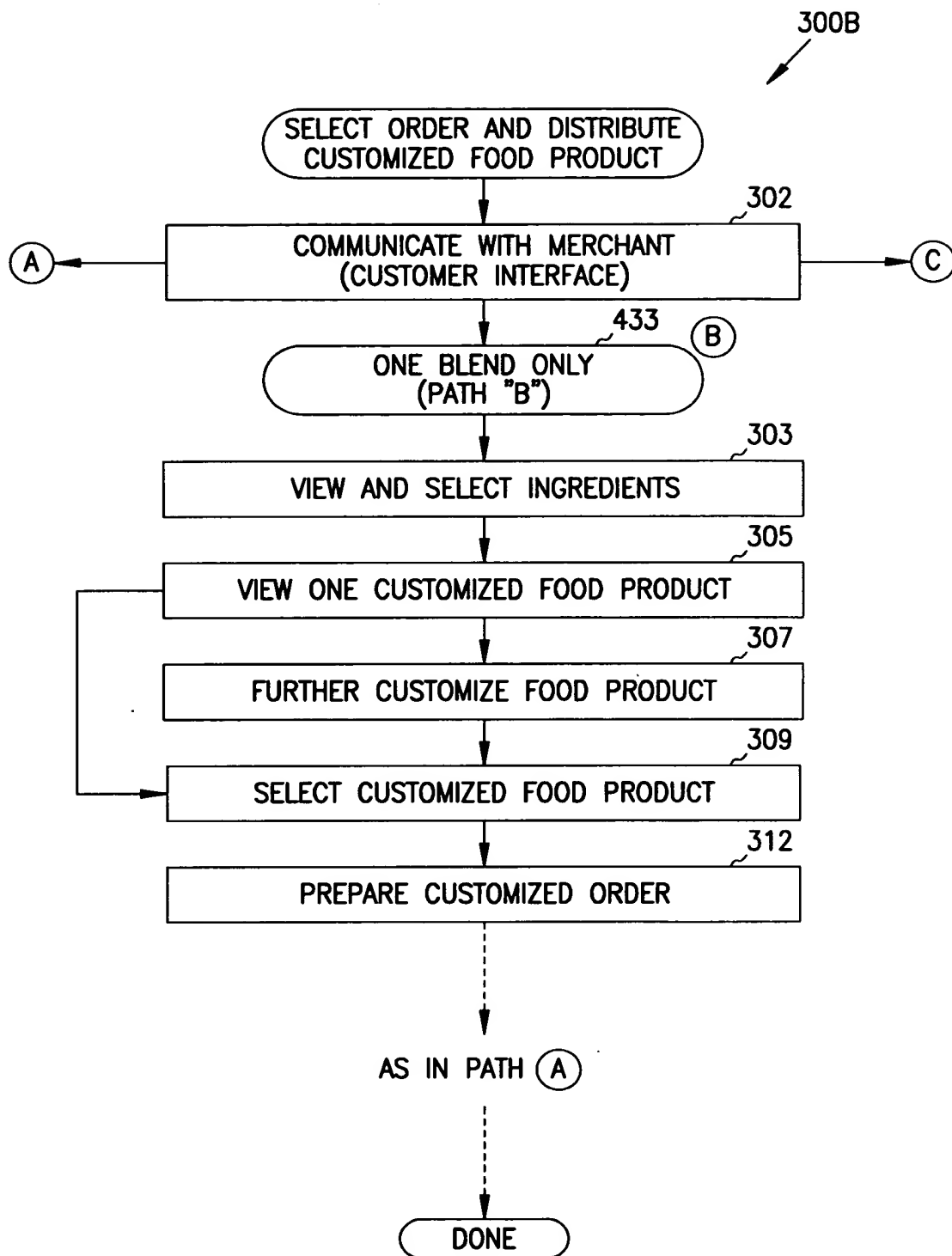


FIG. 3B

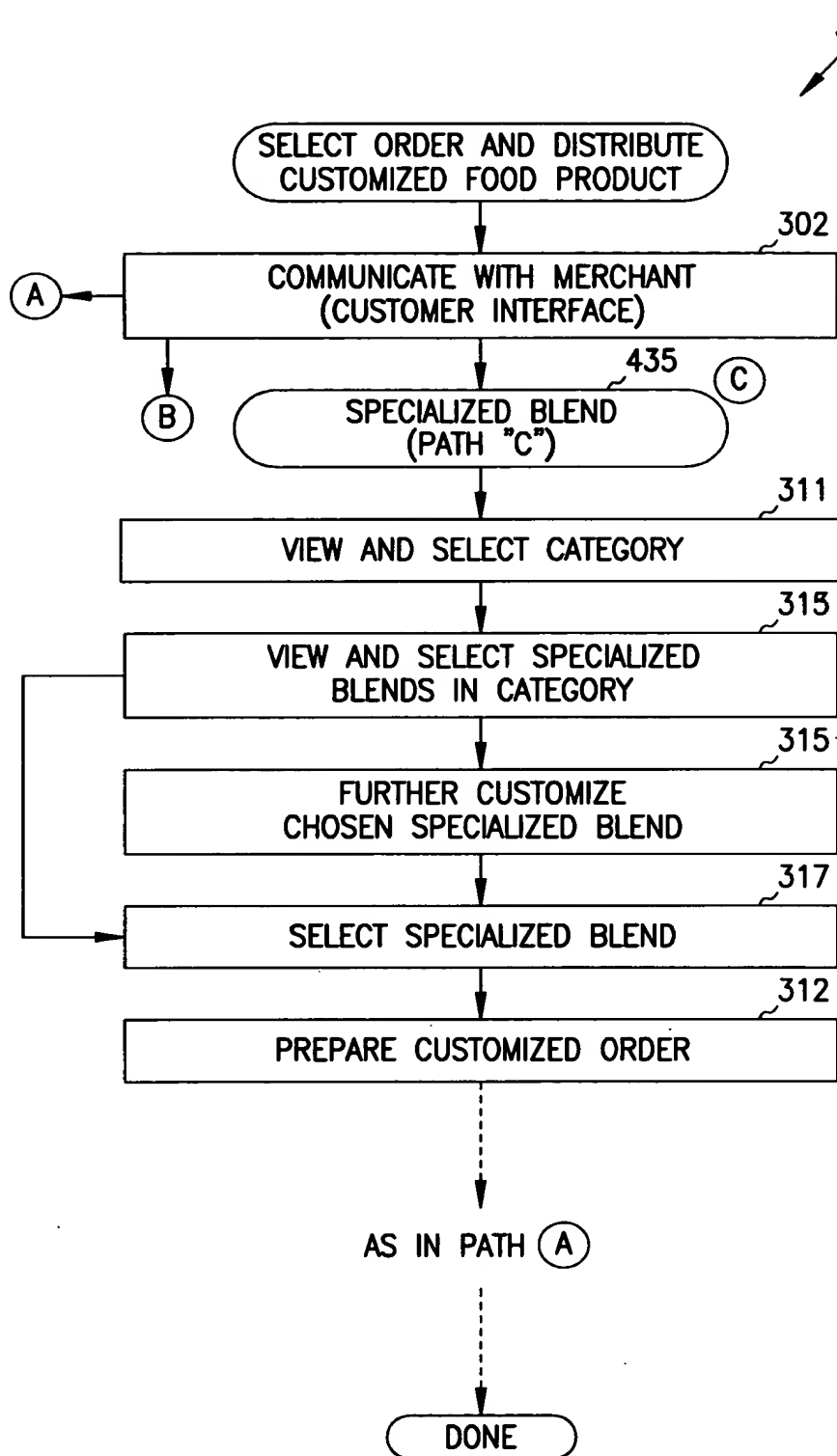


FIG. 3C

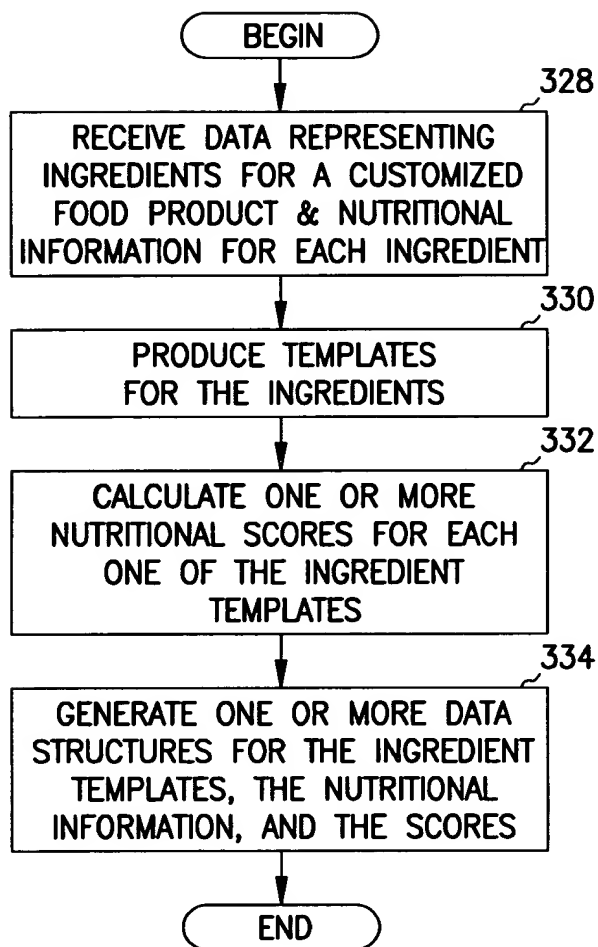


FIG. 3D

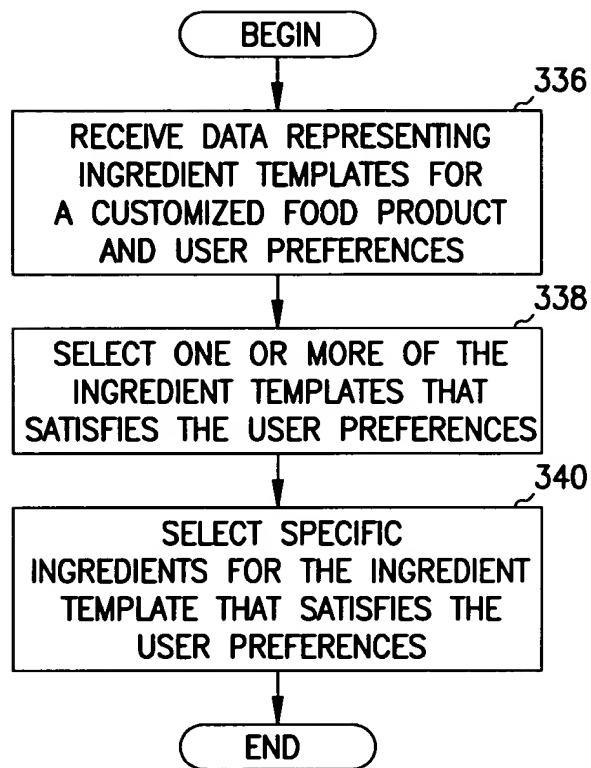


FIG. 3E

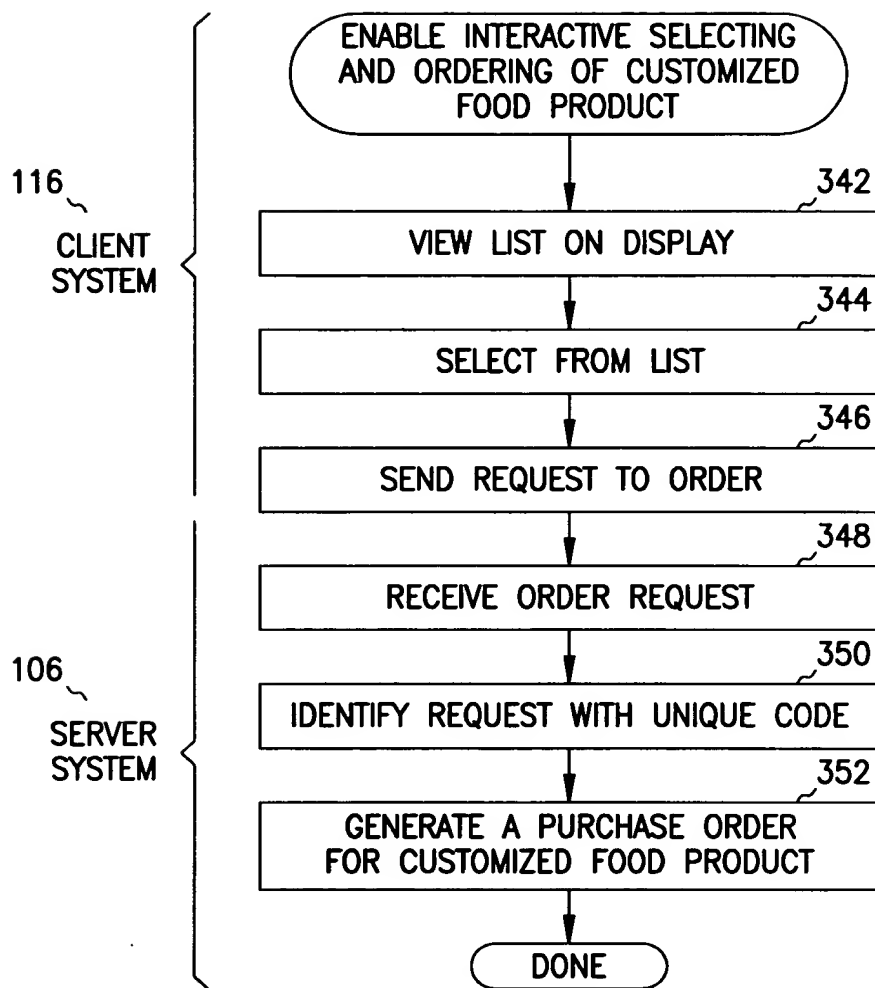


FIG. 3F

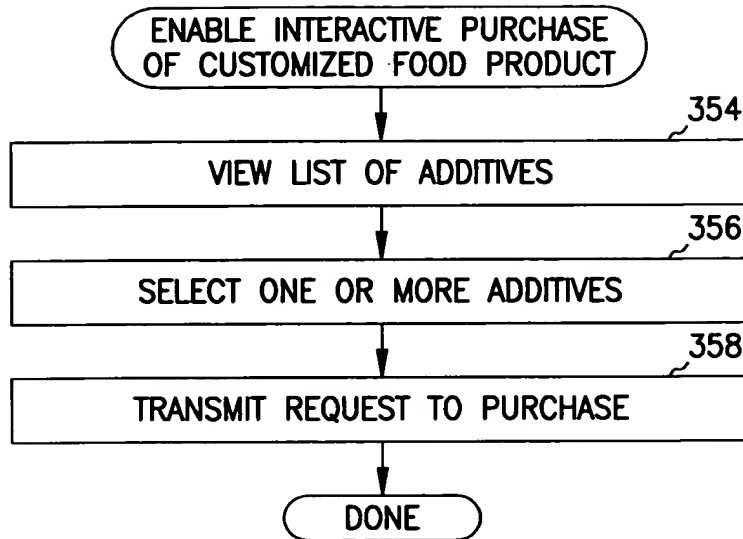


FIG. 3G

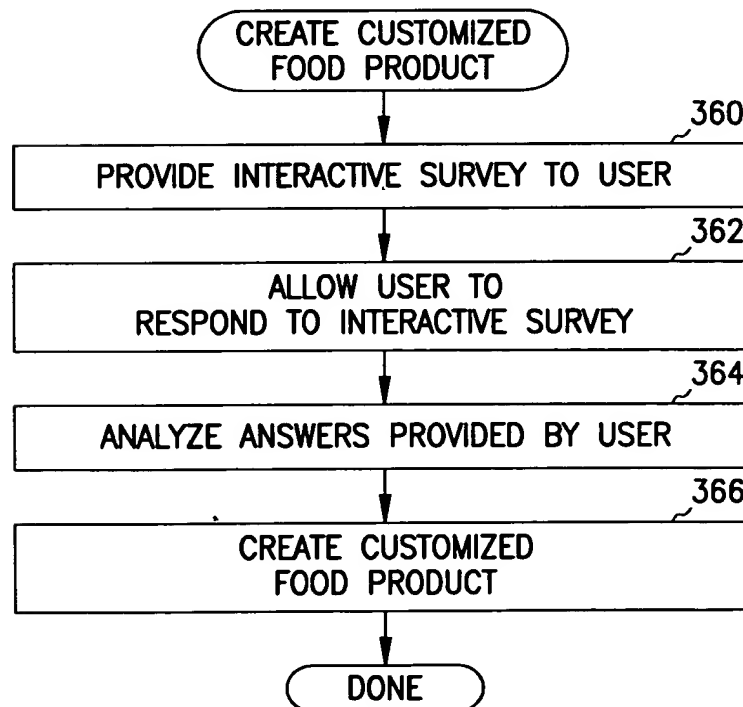


FIG. 3H

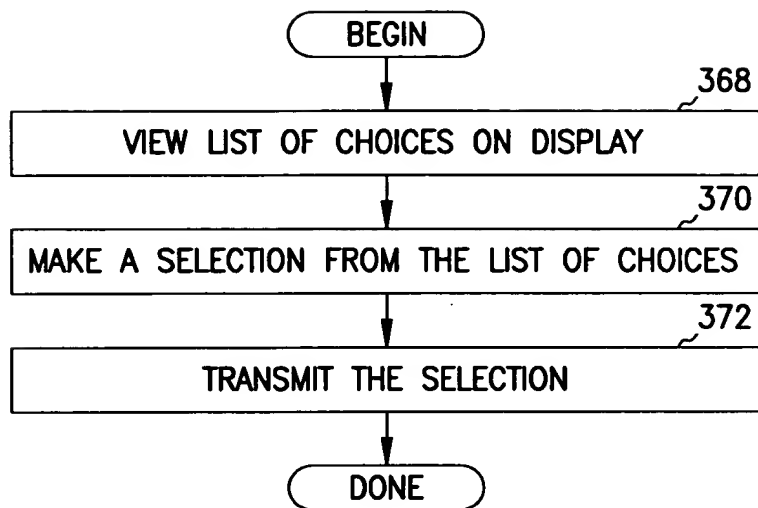


FIG. 3I

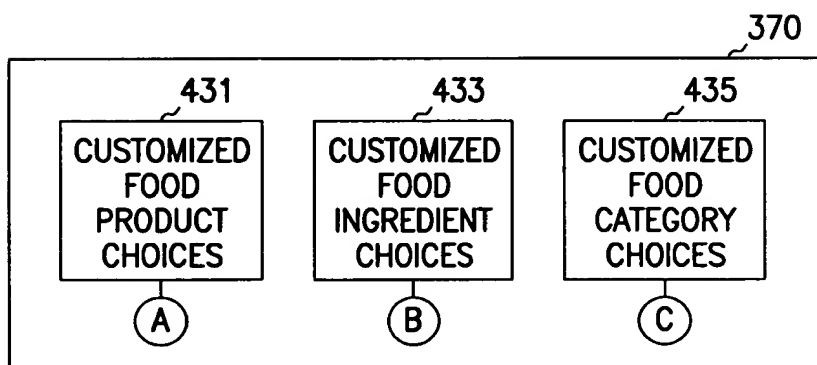


FIG. 3J

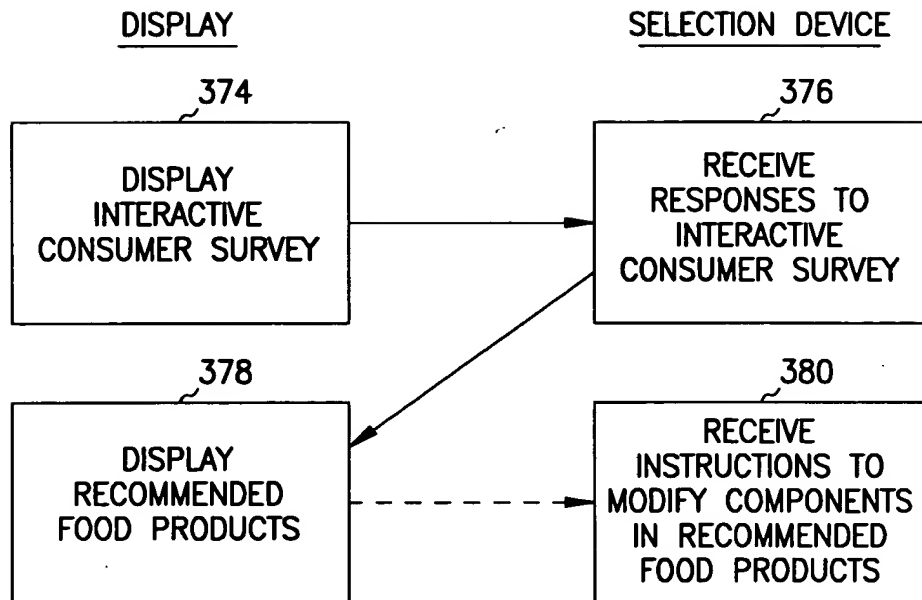


FIG. 3K

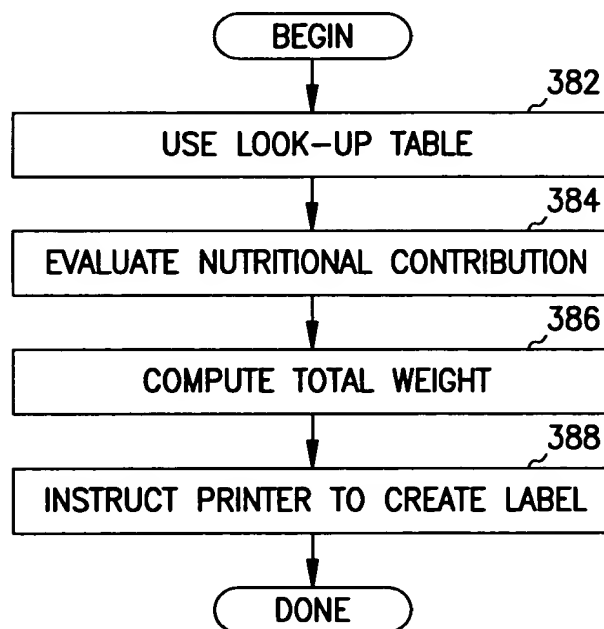
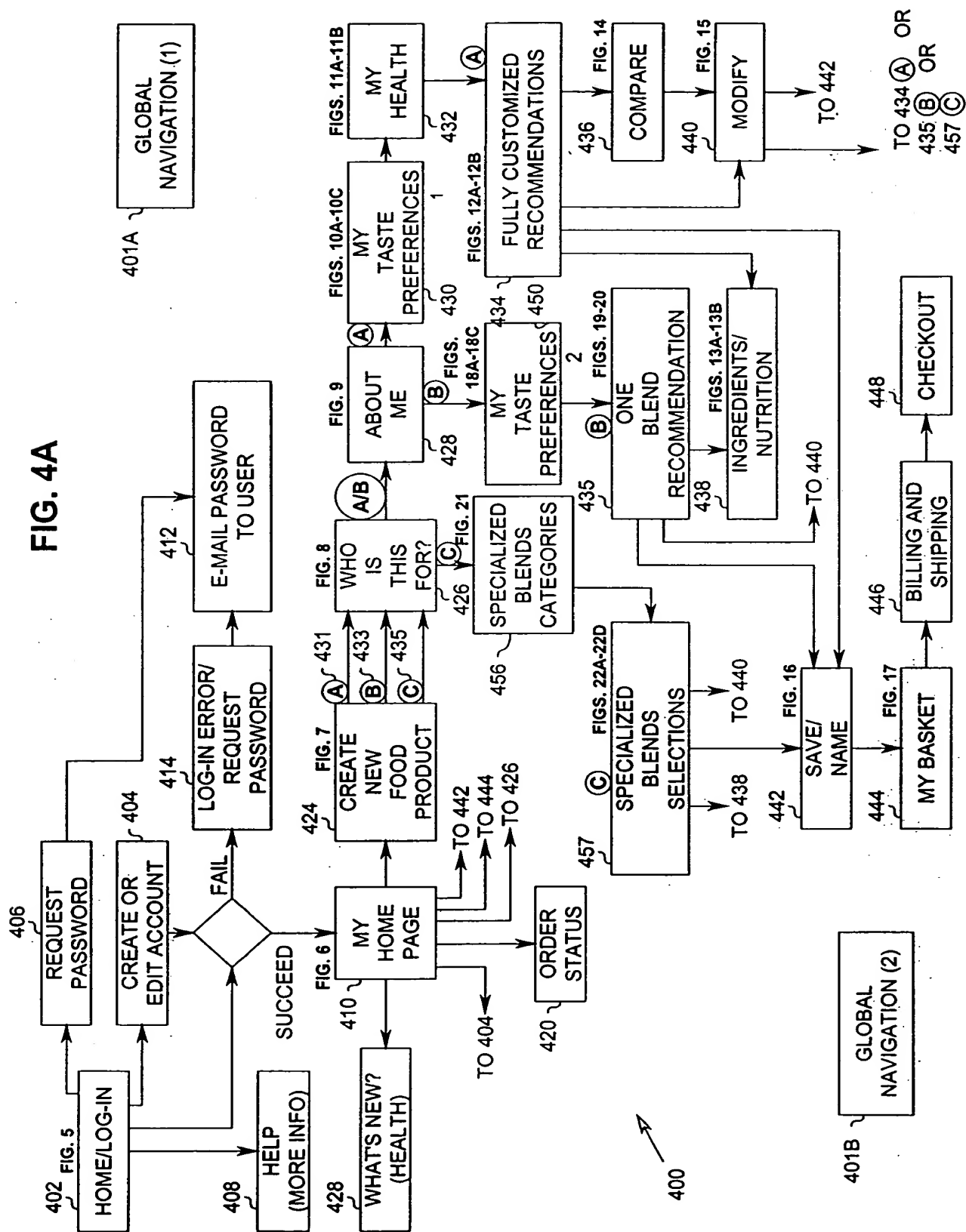


FIG. 3L

FIG. 4A



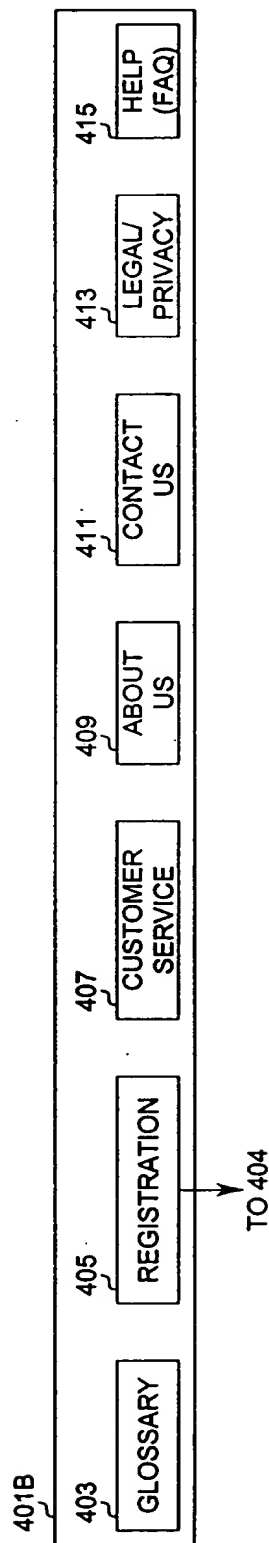
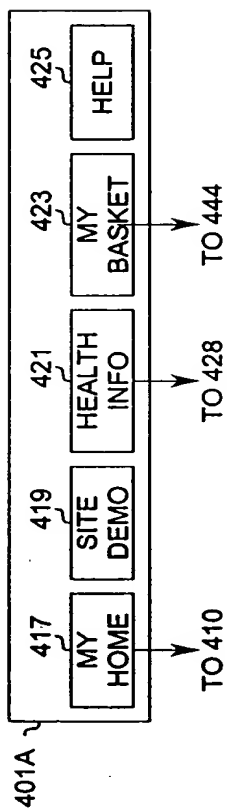


FIG. 4B

FIG. 5

The screenshot shows a web browser window with a menu bar (File, Edit, View, Insert, Format, Tools, Shape, Window, Help) and a scroll bar on the right. The main content area displays a welcome message, a paragraph of text, and a menu with three options. Below the menu are two input fields for 'E-mail' and 'Password'. At the bottom, there are three numbered links.

welcome

Welcome to ourwebsite.com. We will formulate a customized food product tailored to your individual needs and preferences, and deliver it right to you. ~ 502

CREATE OR EDIT AN ACCOUNT ~ 504 RETURNING USERS ~ 510

E-mail

Password

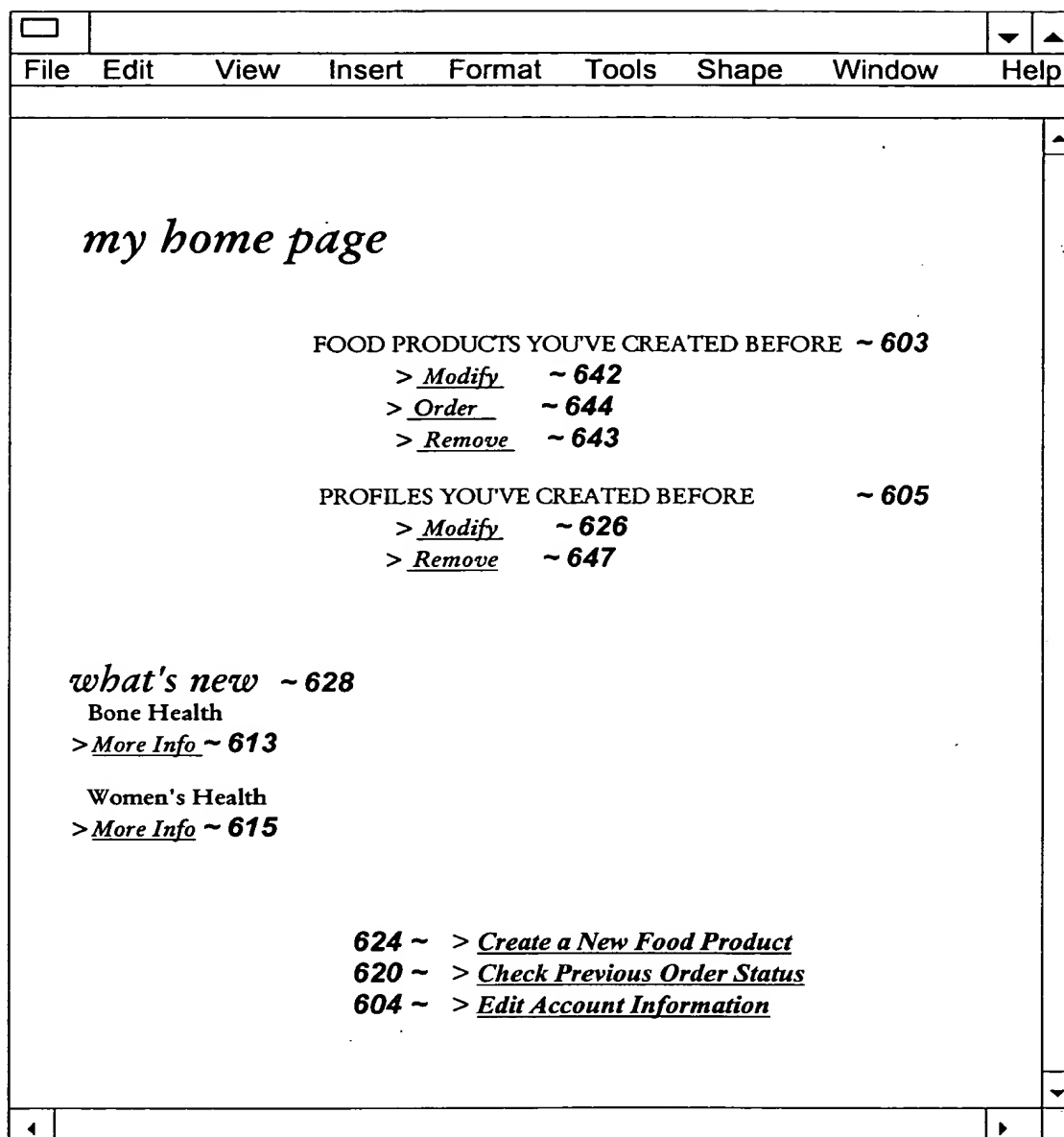
512 ~ > Continue

506 ~ > I Forgot My Password

508 ~ > I Don't Want to Create an Account, But I'd Like More Information

↑
402

FIG. 5



↑
410

FIG. 6

RECOMMENDATION	ONE BLEND ONLY	SPECIALIZED BLENDS
<i>PATH A ~ 431</i>	<i>PATH B ~ 433</i>	<i>PATH C ~ 435</i>
RECOMMEND CUSTOMIZED BLENDS (WE HELP YOU!)	ONE BLEND ONLY (YOU TELL US!)	SPECIALIZED BLENDS (NEW CREATIONS!)
LOOKING FOR YOUR PERFECT BLEND OF TASTE AND NUTRITION? PUT US TO WORK CREATING CEREALS CUSTOMIZED TO MEET YOUR TASTES AND HEALTH NEEDS!	ALREADY HAVE A PERFECT CEREAL IN MIND? MIX AND MATCH UP TO 6 INGREDIENTS HERE? WANT TO MODIFY YOUR FAVORITE CEREAL? CHECK OUT OUR SPECIALIZED BLENDS!	INTERESTED IN SPECIFIC BLENDS FOR TASTE OR HEALTH NEEDS? WONDER WHAT CEREALS OTHERS, INCLUDING YOUR FAVORITE PERSONALITIES HAVE CREATED
>Go ~ 731	>Go ~ 733	>Go ~ 735

FIG. 7

File Edit View Insert Format Tools Shape Window Help

RECOMMENDATION PATH (A)
ONE BLEND ONLY PATH (B)
or
SPECIALIZED BLENDS PATH (C)

who is this for?

I AM SHOPPING FOR (ENTER NAME): ~ 801
(this name will appear on the product package)

↑
426

FIG. 8

▼

▲

File Edit View Insert Format Tools Shape Window Help

RECOMMENDATION PATH "A" my preferences₁

CEREAL FLAKES (CHOOSE AS MANY AS YOU LIKE) ~ 1002

<input type="checkbox"/> <u>Bran Flakes</u>	<input type="checkbox"/> <u>Soy Flakes</u>
<input type="checkbox"/> <u>Cocoa Corn Flakes</u>	<input type="checkbox"/> <u>Frosted Corn Flakes</u>
<input type="checkbox"/> <u>Corn Flakes</u>	<input type="checkbox"/> <u>Sweetened Soy Flakes</u>
<input type="checkbox"/> <u>Multi-Grain Flakes</u>	<input type="checkbox"/> <u>Frosted Wheat Flakes</u>
<input type="checkbox"/> <u>Oatmeal Flakes</u>	<input type="checkbox"/> <u>Whole Grain Wheat Flakes</u>

CEREAL PUFFS AND RINGS (CHOOSE AS MANY AS YOU LIKE) ~ 1004

<input type="checkbox"/> <u>Apple Cinnamon Oat-Rings</u>	<input type="checkbox"/> <u>Multi-Grain Rings</u>
<input type="checkbox"/> <u>Fruit Flavored Corn Puffs</u>	<input type="checkbox"/> <u>Oat and Soy Rings</u>
<input type="checkbox"/> <u>Fruit Flavored Corn Rings</u>	<input type="checkbox"/> <u>Oat Rings</u>
<input type="checkbox"/> <u>Fruit Flavored Rice Puffs</u>	<input type="checkbox"/> <u>Peanut Butter & Cocoa Corn Puffs</u>
<input type="checkbox"/> <u>Cinnamon Corn Stars</u>	<input type="checkbox"/> <u>Rice Puffs</u>
<input type="checkbox"/> <u>Cocoa Corn Puffs</u>	<input type="checkbox"/> <u>Sweetened Corn Puffs</u>
<input type="checkbox"/> <u>Cocoa Rice Puffs</u>	<input type="checkbox"/> <u>Sweetened Oat Puffs</u>
<input type="checkbox"/> <u>Corn Puffs</u>	<input type="checkbox"/> <u>Frosted Oat Rings</u>
<input type="checkbox"/> <u>Honey Nut Oat Rings</u>	<input type="checkbox"/> <u>Sweetened Oat & Soy Rings</u>
<input type="checkbox"/> <u>Maple Flavored Corn Puffs</u>	<input type="checkbox"/> <u>Sweetened Wheat Puffs</u>

◀

▶

↑430A

FIG. 10A

☐

File

Edit

View

Insert

Format

Tools

Shape

Window

Help

RECOMMENDATION PATH "A"

CEREAL FORMS (CHOOSE AS MANY AS YOU LIKE) ~ 1006

☐ Toasted Cinnamon Multi-Grain Squares
☐ Multi-Grain Granola

☐ Cinnamon Graham Squares
☐ Multi-Grain Muesli

☐ Corn Squares
☐ Rice Squares

☐ High Fiber Bran Shreds
☐ Wheat Biscuits

☐ Honey Nut Multi-Grain Squares
☐ Wheat Nuggets

☐ Honey Graham Squares
☐ Wheat Squares

☐ Multi-Bran Squares

FRUITS - PLEASE NOTE THAT ALL FRUIT SELECTIONS ARE DRIED OR FREEZE-DRIED. (CHOOSE AS MANY AS YOU LIKE) ~ 1008

☐ Apple Slices
☐ Pineapple Bits

☐ Raisin Apple Prune Bits

☐ Banana Bits
☐ Raisin Date Bits

☐ Cherry Bits
☐ Raisins

☐ Cinnamon Apple Slices
☐ Raspberry Bits

☐ Coconut Bits
☐ Strawberry Bits

☐ Cranberry Bits
☐ Sweetened Date Bits

☐ Golden Raisins
☐ Toasted Coconut Bits

☐ Mango Bits
☐ Whole Blueberries

☐ Peach Bits
☐ Whole Cherries

☐ Whole Cranberries

430B

FIG. 10B

The image shows a screenshot of a software application window. The window has a standard menu bar at the top with the following items: File, Edit, View, Insert, Format, Tools, Shape, Window, and Help. Below the menu bar, the main content area displays the title **RECOMMENDATION PATH "A"** in a large, bold, italicized font. Underneath the title, the text **NUTS (CHOOSE AS MANY AS YOU LIKE) ~ 1010** is shown. This is followed by a list of ten items, each preceded by an unchecked checkbox. The items are arranged in two columns:
Left column: Almond Coated Raisins, Almond Slices, Chopped Hazelnuts, Chopped Pecans, and Chopped Roasted Macadamia Nuts.
Right column: Chopped Walnuts, Dried Fruit and Nut Blend, Sugar Coated Sliced Almonds, Honey Roasted Soy Nuts, and Roasted Soy Nuts.
Below this section, the text **CLUSTERS/ADD-INS (CHOOSE AS MANY AS YOU LIKE) ~ 1012** is displayed. This is followed by another list of seven items, each preceded by an unchecked checkbox, arranged in two columns:
Left column: Banana Nut Clusters, Maple Nut Clusters, Chocolate Flavored Marshmallow Bits, Dinosaur Shaped Rice Puffs, and Oat Clusters.
Right column: Sweetened Nut Clusters and Marshmallow Bits.
The window has a standard scroll bar on the right side and a status bar at the bottom with left and right arrow buttons.

RECOMMENDATION PATH "A"
NUTS (CHOOSE AS MANY AS YOU LIKE) ~ 1010

☐ Almond Coated Raisins ☐ Chopped Walnuts
☐ Almond Slices ☐ Dried Fruit and Nut Blend
☐ Chopped Hazelnuts ☐ Sugar Coated Sliced Almonds
☐ Chopped Pecans ☐ Honey Roasted Soy Nuts
☐ Chopped Roasted Macadamia Nuts ☐ Roasted Soy Nuts

CLUSTERS/ADD-INS (CHOOSE AS MANY AS YOU LIKE) ~ 1012

☐ Banana Nut Clusters ☐ Sweetened Nut Clusters
☐ Maple Nut Clusters
☐ Chocolate Flavored Marshmallow Bits
☐ Dinosaur Shaped Rice Puffs ☐ Marshmallow Bits
☐ Oat Clusters

↑
430C

FIG. 10C

<input type="checkbox"/>							<input type="button" value="v"/>	<input type="button" value="^"/>
File	Edit	View	Insert	Format	Tools	Shape	Window	Help

***my health* RECOMMENDATION PATH "A"**
***just for women* ~ 1106**

ARE YOU CURRENTLY PREGNANT OR TRYING TO BECOME PREGNANT ? ☐ YES ☐ NO

ARE YOU LACTATING? ☐ YES ☐ NO

ARE YOU EXPERIENCING ANY SYMPTOMS OF MENOPAUSE? ☐ YES ☐ NO

***lifestyle* ~ 1108**

DO YOU EXERCISE AT LEAST THREE TIMES A WEEK ? ☐ YES ☐ NO

ARE YOU A SERIOUS ATHLETE ☐ YES ☐ NO

DO YOU SMOKE? ☐ YES ☐ NO

***eating habits* ~ 1110**

FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO YOU EAT? *Click here for more information to help with this section:*

CALCIUM-RICH FOODS	<input type="checkbox"/>	0 or 1	<input type="checkbox"/>	2 or 3	<input type="checkbox"/>	4+
FRUITS	<input type="checkbox"/>	0 or 1	<input type="checkbox"/>	2 or 3	<input type="checkbox"/>	4+
VEGETABLES	<input type="checkbox"/>	0 or 1	<input type="checkbox"/>	2 or 3	<input type="checkbox"/>	4+
MEAT AND EGGS	<input type="checkbox"/>	0 or 1	<input type="checkbox"/>	2 or 3	<input type="checkbox"/>	4+
CEREALS, BREADS AND GRAINS	<input type="checkbox"/>	0 or 1	<input type="checkbox"/>	2 or 3	<input type="checkbox"/>	4+
SWEETS	<input type="checkbox"/>	0 or 1	<input type="checkbox"/>	2 or 3	<input type="checkbox"/>	4+

↑432B

FIG. 11B

<div> <div> <div></div> <div></div> </div> <div> <div>File</div> <div>Edit</div> <div>View</div> <div>Insert</div> <div>Format</div> <div>Tools</div> <div>Shape</div> <div>Window</div> <div>Help</div> </div> </div>																											
<div> <div>RECOMMENDATION PATH "A"</div> <div>recommendations</div> </div>																											
<div> <div>CUSTOM BLEND ONE ~1202</div> <div>INGREDIENTS ~1201</div> <div>Multi-Grain Granola, Dried Cherry Bits, Enriched Oat Clusters with Iron, Oat Clusters</div> <div>Consumers with food allergies: No allergens found. ~1203</div> <div> <div>Nutrition Highlights ~1205</div> <table> <tr> <td>Vitamin E</td> <td>Vitamin C</td> <td>Calcium</td> <td>Fiber</td> <td>Folic Acid</td> <td>Soy Protein</td> </tr> <tr> <td>100 %</td> <td>100 %</td> <td>50 %</td> <td>10 g</td> <td>70 %</td> <td>0 g</td> </tr> <tr> <td>Daily Value</td> <td>Daily Value</td> <td>Daily Value</td> <td></td> <td>Daily Value</td> <td></td> </tr> </table> <div> <div> <div>Save This</div> <div>Cereal</div> <div>(and add to</div> <div>My Basket)</div> <div>1244</div> </div> <div> <div>Detailed</div> <div>Ingredients/Nutrition</div> <div>Panel</div> <div>1238</div> </div> <div> <div>Modify</div> <div>Cereal</div> <div>1240</div> </div> <div> <div>Pricing</div> <div>1202</div> </div> </div> </div> </div>										Vitamin E	Vitamin C	Calcium	Fiber	Folic Acid	Soy Protein	100 %	100 %	50 %	10 g	70 %	0 g	Daily Value	Daily Value	Daily Value		Daily Value	
Vitamin E	Vitamin C	Calcium	Fiber	Folic Acid	Soy Protein																						
100 %	100 %	50 %	10 g	70 %	0 g																						
Daily Value	Daily Value	Daily Value		Daily Value																							
<div> <div>CUSTOM BLEND TWO ~1204</div> <div>Cinnamon Graham Squares, Oat Clusters, Enriched Oat Clusters</div> <div>Consumers with food allergies: Contains WHEAT, DAIRY ingredients.</div> <div> <div>Nutrition Highlights</div> <table> <tr> <td>Vitamin E</td> <td>Vitamin C</td> <td>Calcium</td> <td>Fiber</td> <td>Folic Acid</td> <td>Soy Protein</td> </tr> <tr> <td>100 %</td> <td>100 %</td> <td>70 %</td> <td>6 g</td> <td>100 %</td> <td>0 g</td> </tr> <tr> <td>Daily Value</td> <td>Daily Value</td> <td>Daily Value</td> <td></td> <td>Daily Value</td> <td></td> </tr> </table> <div> <div> <div>Save This</div> <div>Cereal</div> <div>(and add to</div> </div> <div> <div>Detailed</div> <div>Ingredients/Nutrition</div> <div>Panel</div> </div> <div> <div>Modify</div> <div>Cereal</div> </div> <div> <div>Pricing</div> </div> </div> </div> </div>										Vitamin E	Vitamin C	Calcium	Fiber	Folic Acid	Soy Protein	100 %	100 %	70 %	6 g	100 %	0 g	Daily Value	Daily Value	Daily Value		Daily Value	
Vitamin E	Vitamin C	Calcium	Fiber	Folic Acid	Soy Protein																						
100 %	100 %	70 %	6 g	100 %	0 g																						
Daily Value	Daily Value	Daily Value		Daily Value																							

↑

434A

FIG. 12A

<div> <div> <div></div> <div> <div>▼</div> <div>▲</div> </div> </div> </div>																											
<div> <div>File</div> <div>Edit</div> <div>View</div> <div>Insert</div> <div>Format</div> <div>Tools</div> <div>Shape</div> <div>Window</div> <div>Help</div> </div>																											
<div> <div> <div> <div>RECOMMENDATION PATH "A"</div> <div>recommendations (continued)</div> </div> <div> <div>CUSTOM BLEND THREE ~1206</div> <div> <div>Cinnamon Graham Squares, Banana</div> <div>Nut Clusters, Chopped Hazelnuts,</div> <div>Sliced Almonds</div> </div> <div> <div>Consumers with food allergies:</div> <div>Contains WHEAT, DAIRY, ALMONDS,</div> <div>HAZELNUTS ingredients</div> </div> <div> <div>Nutrition Highlights</div> <table> <tr> <td>Vitamin E</td> <td>Vitamin C</td> <td>Calcium</td> <td>Fiber</td> <td>Folic Acid</td> <td>Soy Protein</td> </tr> <tr> <td>6 %</td> <td>10 %</td> <td>15 %</td> <td>3 g</td> <td>30 %</td> <td>0 g</td> </tr> <tr> <td>Daily Value</td> <td>Daily Value</td> <td>Daily Value</td> <td></td> <td>Daily Value</td> <td></td> </tr> </table> </div> <div> <div> <div>Save This</div> <div>Cereal</div> <div>(and add to</div> <div>My Basket)</div> </div> <div> <div>Detailed</div> <div>Ingredients/Nutrition</div> <div>Panel</div> </div> <div> <div>Modify</div> <div>Cereal</div> </div> <div> <div>Pricing</div> </div> </div> <div> <div>Some of our fruits may contain sulfites. If concerned, please click on "Complete Nutrition" for the blend you select.</div> <div> <div>1236 ~</div> <div>> <u>Compare Cereals' Nutrition</u></div> </div> <div> <div>1234 ~</div> <div>> <u>See More Choices</u></div> </div> <div> <div>1210 ~</div> <div>> <u>Start Over</u></div> </div> <div> <div>(Selecting "Start Over" will take you back to "Create New Food Product" page (410))</div> </div> </div> </div> </div></div>										Vitamin E	Vitamin C	Calcium	Fiber	Folic Acid	Soy Protein	6 %	10 %	15 %	3 g	30 %	0 g	Daily Value	Daily Value	Daily Value		Daily Value	
Vitamin E	Vitamin C	Calcium	Fiber	Folic Acid	Soy Protein																						
6 %	10 %	15 %	3 g	30 %	0 g																						
Daily Value	Daily Value	Daily Value		Daily Value																							
<div> <div>◀</div> <div></div> <div>▶</div> </div>																											

↑
434B

FIG. 12B

FIG. 13A

▼

▲

File
Edit
View
Insert
Format
Tools
Shape
Window
Help

RECOMMENDATION PATH "A"

ONE BLEND ONLY PATH "B"

or SPECIALIZED BLEND PATH "C"

ingredients/nutrition

CUSTOM BLEND ##: ~1302

Multi-Grain Flakes, Honey Nut Clusters, Dried Fruit and Nut Blend, Chopped Pecans

(See complete ingredient listing below Nutrition Facts panel)

Nutrition Facts

Serving Size 1 (51g)

Servings Per Container: 1

Amount Per Serving	Cereal	with 1/2 cup skim milk
Calories	210	240
Calories from Fat	50	50
%Daily Value**		
Total Fat 5g*	8%	8%
Saturated Fat 0.5g	3%	3%
Polyunsaturated Fat 1g		
Monounsaturated Fat 3.5g		
Cholesterol 0mg	0%	1%
Sodium 260mg	11%	13%
Potassium 125mg	4%	8%
Total Carbohydrate 38g	13%	14%
Dietary Fiber 3g	13%	13%
Sugars 18g		
Other Carbohydrates 17g		
Protein 3g		
Vitamin A	20%	25%
Vitamin C	50%	60%
Calcium	45%	60%
Iron	70%	70%
Vitamin D	25%	35%
Vitamin E	60%	60%
Thiamin	80%	80%
Riboflavin	80%	90%
Niacin	80%	80%
Vitamin B6	80%	80%
Folic Acid	70%	70%
Vitamin B12	80%	80%
Biotin	50%	50%
Pantothenic Acid	50%	60%
Phosphorous	6%	15%
Magnesium	30%	30%
Zinc	80%	80%
Copper	25%	25%

*Amount in Cereal. A serving of cereal plus skim milk provides 6g fat, 0mg cholesterol, 310mg sodium, 260mg potassium, 43g carbohydrate (23g sugars) and 6g protein.

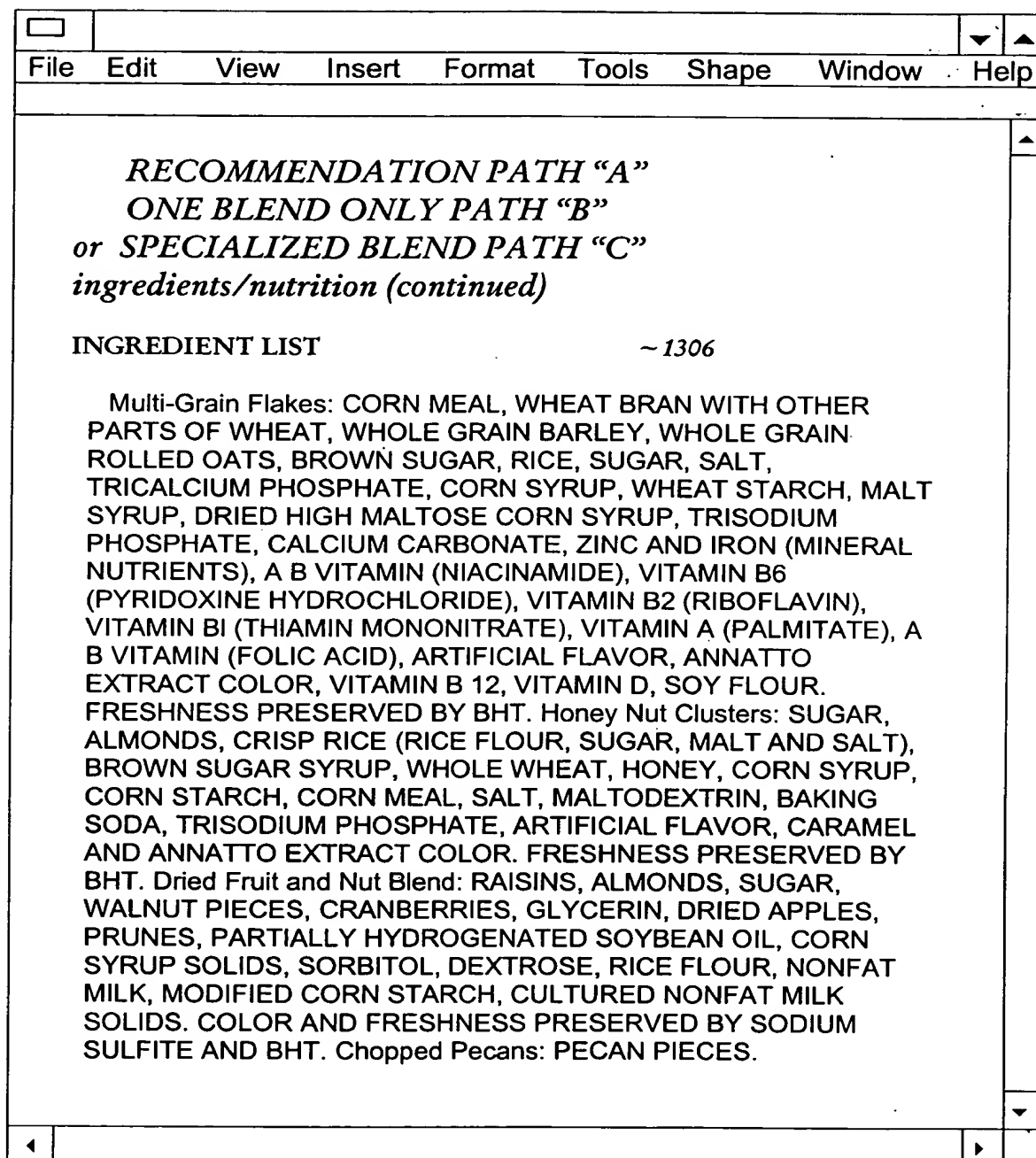
**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,600mg	3,600mg
Total Carbohydrates		300g	376g
Dietary Fiber		25g	30g

***Diabetic Exchange 2.5 Starch 1 Fat

***Based on American Dietetic Association and American Dietetic Association criteria.

~1304



↑438B

FIG. 13B

Nutrition Facts				Nutrition Facts				Nutrition Facts			
Serving Size 1 (58g)				Serving Size 1 (51g)				Serving Size 1 (55g)			
Servings Per Container: 1				Servings Per Container: 1				Servings Per Container: 1			
Amount Per Serving	Cereal	with 1/2 cup skim milk	%Daily Value**	Amount Per Serving	Cereal	with 1/2 cup skim milk	%Daily Value**	Amount Per Serving	Cereal	with 1/2 cup skim milk	%Daily Value**
Calories from Fat	100	100	10%	Calories from Fat	50	50	3%	Calories from Fat	60	60	3%
Total Fat 11g*	10%	10%	17%	Total Fat 5g*	8%	8%	8%	Total Fat 8g*	9%	9%	10%
Saturated Fat 2g	9%	9%	10%	Saturated Fat 0.5g	3%	3%	3%	Saturated Fat 0.5g	3%	3%	4%
Polysaturated Fat 1.5g				Polysaturated Fat 1g				Polysaturated Fat 1.5g			
Monounsaturated Fat 8g				Monounsaturated Fat 3.5g				Monounsaturated Fat 3g			
Cholesterol 0mg	0%	1%	1%	Cholesterol 0mg	0%	1%	1%	Cholesterol 0mg	0%	1%	1%
Sodium 270mg	11%	13%	9%	Sodium 260mg	11%	13%	8%	Sodium 250mg	10%	12%	9%
Potassium 150mg	4%	9%		Potassium 125mg	4%	8%		Potassium 150mg	4%	9%	
Total Carbohydrate 39g	13%	15%		Total Carbohydrate 38g	13%	14%		Total Carbohydrate 39g	13%	15%	
Dietary Fiber 3g	11%	11%		Dietary Fiber 3g	13%	13%		Dietary Fiber 3g	12%	12%	
Sugars 17g				Sugars 18g				Sugars 15g			
Other Carbohydrates 19g				Other Carbohydrates 17g				Other Carbohydrates 21g			
Protein 5g				Protein 3g				Protein 4g			
Vitamin A	10%	15%		Vitamin A	20%	25%		Vitamin A	8%	10%	
Vitamin C	10%	10%		Vitamin C	50%	60%		Vitamin C	0%	0%	
Calcium	15%	30%		Calcium	45%	60%		Calcium	20%	35%	
Iron	35%	35%		Iron	70%	70%		Iron	25%	25%	
Vitamin D	10%	20%		Vitamin D	25%	35%		Vitamin D	8%	20%	
Vitamin E	6%	6%		Vitamin E	60%	80%		Vitamin E	25%	25%	
Thiamin	35%	35%		Thiamin	80%	80%		Thiamin	25%	25%	
Riboflavin	35%	35%		Riboflavin	80%	80%		Riboflavin	20%	30%	
Niacin	35%	35%		Niacin	80%	80%		Niacin	25%	25%	
Vitamin B6	30%	30%		Vitamin B6	70%	70%		Vitamin B6	20%	20%	
Folic Acid	30%	30%		Folic Acid	80%	80%		Folic Acid	20%	20%	
Vitamin B12	30%	35%		Vitamin B12	50%	50%		Vitamin B12	20%	25%	
Phosphorous	10%	20%		Phosphorous	50%	60%		Phosphorous	20%	30%	
Magnesium	15%	15%		Magnesium	6%	15%		Magnesium	6%	10%	
Zinc	30%	35%		Zinc	30%	30%		Zinc	25%	25%	
Copper	6%	6%		Copper	25%	25%		Copper	4%	4%	
*Amount in Cereal. A serving of cereal plus skim milk provides 11g fat, 0mg cholesterol, 320mg sodium, 320mg potassium, 44g carbohydrate (23g sugars) and 8g protein.				*Amount in Cereal. A serving of cereal plus skim milk provides 5g fat, 0mg cholesterol, 310mg sodium, 320mg potassium, 40g carbohydrate (23g sugars) and 8g protein.				*Amount in Cereal. A serving of cereal plus skim milk provides 8g fat, 0mg cholesterol, 300mg sodium, 320mg potassium, 44g carbohydrate (26g sugars) and 8g protein.			
**Percent Daily Values are based on a diet of other people's misdeeds.				**Percent Daily Values are based on a diet of other people's misdeeds.				**Percent Daily Values are based on a diet of other people's misdeeds.			
Your daily values may be higher or lower depending on your calorie needs:				Your daily values may be higher or lower depending on your calorie needs:				Your daily values may be higher or lower depending on your calorie needs:			
Total Fat	Less than 65g	80g	2,600	Total Fat	Less than 65g	80g	2,600	Total Fat	Less than 65g	80g	2,600
Sat Fat	Less than 20g	26g	260	Sat Fat	Less than 20g	26g	260	Sat Fat	Less than 20g	26g	260
Cholesterol	Less than 300mg	300mg	300	Cholesterol	Less than 300mg	300mg	300	Cholesterol	Less than 300mg	300mg	300
Sodium	Less than 2,400mg	2,400mg	2,400	Sodium	Less than 2,400mg	2,400mg	2,400	Sodium	Less than 2,400mg	2,400mg	2,400
Potassium	3,600mg	3,600mg	3,600	Potassium	3,600mg	3,600mg	3,600	Potassium	3,600mg	3,600mg	3,600
Total Carbohydrates	300g	376g	376	Total Carbohydrates	300g	376g	376	Total Carbohydrates	300g	376g	376
Dietary Fiber	25g	30g	30	Dietary Fiber	25g	30g	30	Dietary Fiber	25g	30g	30
***Diabetic Exchange				***Diabetic Exchange				***Diabetic Exchange			
Based on American Dietetic Association and American Dietetic Association criteria.				Based on American Dietetic Association and American Dietetic Association criteria.				Based on American Dietetic Association and American Dietetic Association criteria.			

~1402

~1404

~1406

compare **RECOMMENDATION PATH "A"** or **SPECIALIZED BLENDS PATH "C"**

FIG. 14

<input type="checkbox"/>											▼	▲
File	Edit	View	Insert	Format	Tools	Shape	Window	Help				

PATHS "A", "B" or "C"

modify

INGREDIENTS ~1201
 Multi-Grain Granola, Dried Cherry Bits, Enriched Oat Clusters with Iron, Oat Clusters

Consumers with food allergies: No allergens found. **~1203**

CURRENT ADD-INS: ~1503
 Dried Fruit and Nut Blend
 Chopped Pecans
 Sweetened Nut Clusters
1505 ~ > Remove Add-Ins

AVAILABLE ADD-INS: ~1507
 Almond-Coated Raisins
 Banana Nut Clusters
 Chopped Hazelnuts
 Chopped Roasted Macadamia Nuts
1509 ~ > Add

PACKAGING: ~1511
 Change Packaging

NAME YOUR FOOD PRODUCT **~1513**
(your name will already appear on the product package, e.g., "Jimmy's Cereal")

1542 ~ > Save for Later
1544 ~ > Add to Basket
1510 ~ > My Home Page
1538 ~ > Complete Nutrition
1546 ~ > Cereal Pricing
1534 ~ > Return to Recommendations

↑
440

FIG. 15

PATHS "A", "B" or "C"

save and name food product ~ 1602

NAME YOUR FOOD PRODUCT ~ 1513
 (your name will already appear on the product package, e.g., "Jimmy's Cereal")

> Save for Later
 > Add to Basket

↑
442

FIG. 16

<div> <div></div> <div> <div></div> <div></div> </div> </div>														
<div> <div>File</div> <div>Edit</div> <div>View</div> <div>Insert</div> <div>Format</div> <div>Tools</div> <div>Shape</div> <div>Window</div> <div>Help</div> </div>														
<div> <div>PATHS "A", "B" or "C"</div> <div>my basket</div> <div> <div>YOUR ORDER</div> <div>~ 1702</div> </div> <table> <tr> <th>CEREAL DESCRIPTION</th> <th>PACKAGING TYPE</th> <th>QUANTITY</th> <th>EACH</th> <th>TOTAL</th> </tr> <tr> <td>Rocky Road (1.5 cup servings)</td> <td>Bowl</td> <td>7 servings</td> <td>\$1.09</td> <td>\$7.63</td> </tr> </table> <div> <div> <div>>>Click Here For Larger ~ 1704</div> <div>Portions (2 Cups) For \$0.25 Extra</div> </div> <div> <div>Subtotal</div> <div>Shipping</div> <div>Total</div> </div> </div> <div> <div>YOUR ADDRESS INFORMATION</div> <div>~ 1706</div> <div>Billing Address:</div> <div>Shipping Address:</div> </div> <div> <div>PAYMENT INFORMATION</div> <div>~ 1708</div> <div>Saved Credit Card</div> <div>Use a Different Credit Card >>(ENTER INFORMATION HERE)</div> </div> <div> <div>Review Privacy Policy</div> <div>~ 1710</div> </div> <div> <div>>Submit Order</div> <div>~ 1712</div> </div> <div> <div>>Save Order</div> <div>~ 1711</div> </div> </div>					CEREAL DESCRIPTION	PACKAGING TYPE	QUANTITY	EACH	TOTAL	Rocky Road (1.5 cup servings)	Bowl	7 servings	\$1.09	\$7.63
CEREAL DESCRIPTION	PACKAGING TYPE	QUANTITY	EACH	TOTAL										
Rocky Road (1.5 cup servings)	Bowl	7 servings	\$1.09	\$7.63										
<div> <div></div> <div></div> </div>														

□		▼	▲					
File	Edit	View	Insert	Format	Tools	Shape	Window	Help

my taste preferences **ONE BLEND ONLY PATH "B"**

SPECIAL INSTRUCTIONS **~1802**

Because you have chosen "**One Blend Only**," you will now create your own cereal! Two important things to remember:

1) You may choose up to **3 cereal forms** and **3 add-ins**.

2) Certain combinations of ingredients can get soggy. So, in the list below, *ingredients in italics* may not be combined with **INGREDIENTS IN BOLD AND ALL CAPS**. Ingredients in lower case go with anything.

CEREAL FLAKES ~ 1804

<input type="checkbox"/> <u>Bran Flakes</u>	<input type="checkbox"/> <u>Soy Flakes</u>
<input type="checkbox"/> <u>Cocoa Corn Flakes</u>	<input type="checkbox"/> <u>Frosted Corn Flakes</u>
<input type="checkbox"/> <u>Corn Flakes</u>	<input type="checkbox"/> <u>Sweetened Soy Flakes</u>
<input type="checkbox"/> <u>Multi-Grain Flakes</u>	<input type="checkbox"/> <u>Frosted Wheat Flakes</u>
<input type="checkbox"/> <u>Oatmeal Flakes</u>	<input type="checkbox"/> <u>Whole Grain Wheat Flakes</u>

CEREAL PUFFS AND RINGS ~ 1806

<input type="checkbox"/> <u>Apple Cinnamon Oat-Rings</u>	<input type="checkbox"/> <u>Multi-Grain Rings</u>
<input type="checkbox"/> <u>Fruit Flavored Corn Puffs</u>	<input type="checkbox"/> <u>Oat and Soy Rings</u>
<input type="checkbox"/> <u>Fruit Flavored Corn Rings</u>	<input type="checkbox"/> <u>Oat Rings</u>
<input type="checkbox"/> <u>Fruit Flavored Rice Puffs</u>	<input type="checkbox"/> <u>Peanut Butter & Cocoa Corn Puffs</u>
<input type="checkbox"/> <u>Cinnamon Corn Stars</u>	<input type="checkbox"/> <u>Rice Puffs</u>
<input type="checkbox"/> <u>Cocoa Corn Puffs</u>	<input type="checkbox"/> <u>Sweetened Corn Puffs</u>
<input type="checkbox"/> <u>Cocoa Rice Puffs</u>	<input type="checkbox"/> <u>Sweetened Oat Puffs</u>
<input type="checkbox"/> <u>Corn Puffs</u>	<input type="checkbox"/> <u>Frosted Oat Rings</u>
<input type="checkbox"/> <u>Honey Nut Oat Rings</u>	<input type="checkbox"/> <u>Sweetened Oat & Soy Rings</u>
<input type="checkbox"/> <u>Maple Flavored Corn Puffs</u>	<input type="checkbox"/> <u>Sweetened Wheat Puffs</u>



FIG. 18A

450A

☐

File

Edit

View

Insert

Format

Tools

Shape

Window

Help

My taste preferences2

ONE BLEND ONLY PATH "B"

OTHER CEREAL FORMS: ~ 1808

☐ Toasted Cinnamon Multi-Grain Squares
☐ Rice Squares

☐ Cinnamon Graham Squares
☐ Multi-Grain Muesli

☐ Corn Squares
☐ Multi-Grain Granola

☐ Wheat Squares
☐ Wheat Biscuits

☐ Honey Nut Multi-Grain Squares
☐ Wheat Nuggets

☐ Honey Graham Squares
☐ High Fiber Bran Shreds

☐ Multi-Bran Squares

CLUSTERS/ADD-INS: ~1810

☐ Banana Nut Clusters
☐ Sweetened Nut Clusters

☐ Maple Nut Clusters

☐ Chocolate Flavored Marshmallow Bits

☐ Dinosaur Shaped Rice Puffs
☐ Marshmallow Bits

☐ Oat Clusters

↑ 450B

FIG. 18B

☐

▼▲

File Edit View Insert Format Tools Shape Window Help

my taste preferences2 ONE BLEND ONLY PATH "B"

NUTS: ~ 1812

☐ ALMOND COATED RAISINS
☐ Chopped Walnuts

☐ ALMOND SLICES
☐ Dried Fruit and Nut Blend

☐ Chopped Hazelnuts
☐ Sugar Coated Sliced Almonds

☐ Chopped Pecans
☐ Honey Roasted Soy Nuts

☐ Chopped Roasted Macadamia Nuts
☐ Roasted Soy Nuts

FRUITS - PLEASE NOTE THAT ALL FRUIT SELECTIONS ARE DRIED OR FREEZE-DRIED: ~ 1814

☐ BANANA BITS
☐ RAISIN DATE BITS

☐ CHERRY BITS
☐ RAISINS

☐ RAISIN APPLE PRUNE BITS
☐ Apple Slices

☐ COCONUT BITS
☐ Cinnamon Apple Slices

☐ CRANBERRY BITS
☐ Raspberry Bits

☐ GOLDEN RAISINS
☐ Toasted Coconut Bits

☐ WHOLE BLUEBERRIES
☐ Mango Bits

☐ WHOLE CHERRIES
☐ Peach Bits

☐ SWEETENED DATE BITS
☐ Pineapple Bits

☐ WHOLE CRANBERRIES
☐ Strawberry Bits

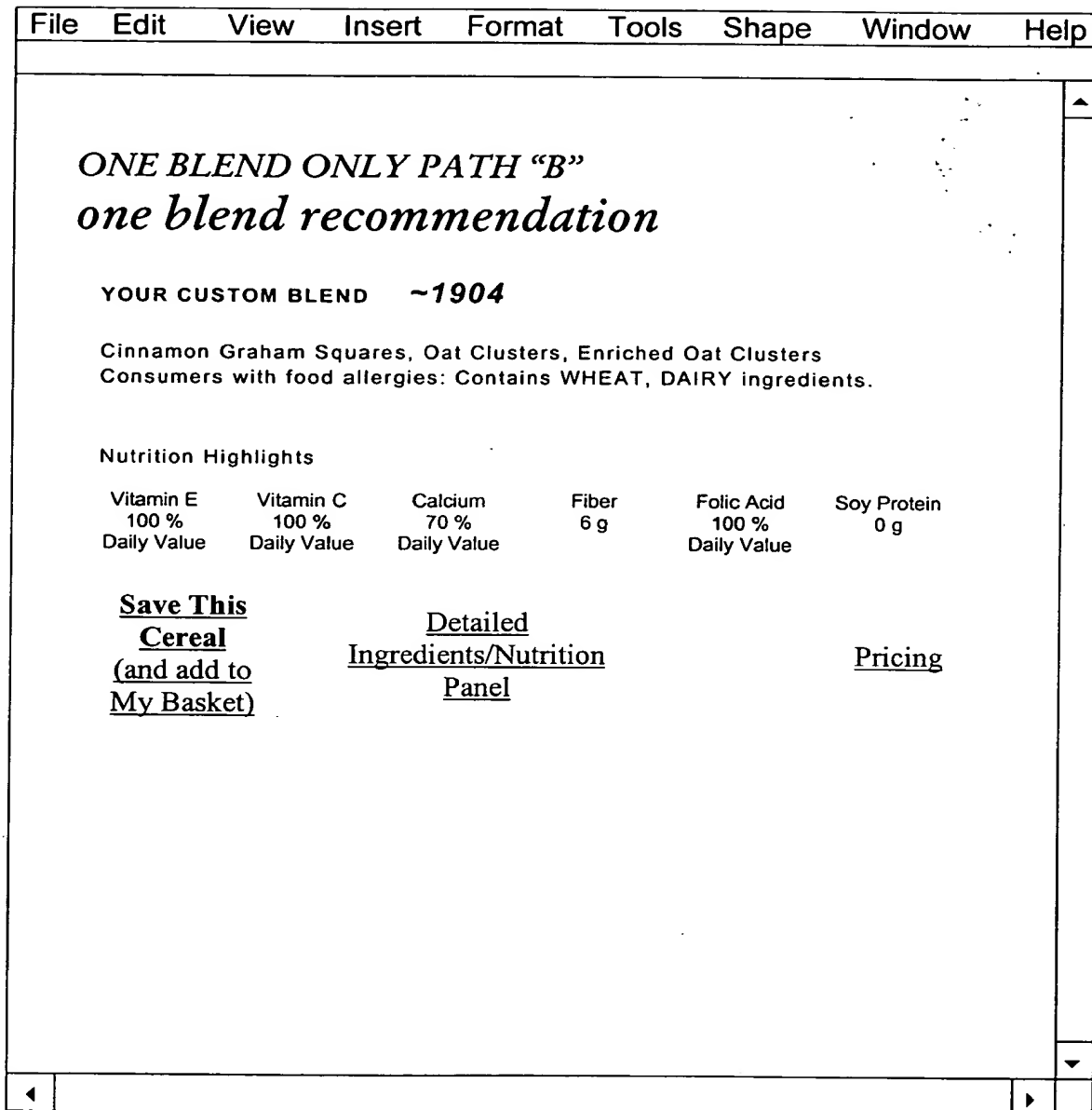
>CLICK HERE TO MODIFY YOUR FAVORITE CEREAL!! ~ 1811
(How about Honey Nut Cheerios® with cranberries!)

◀

▶

↑
450C

FIG. 18C



↑
435

FIG. 19

ONE BLEND ONLY PATH "B" – MODIFY YOUR FAVORITE CEREAL CATEGORY

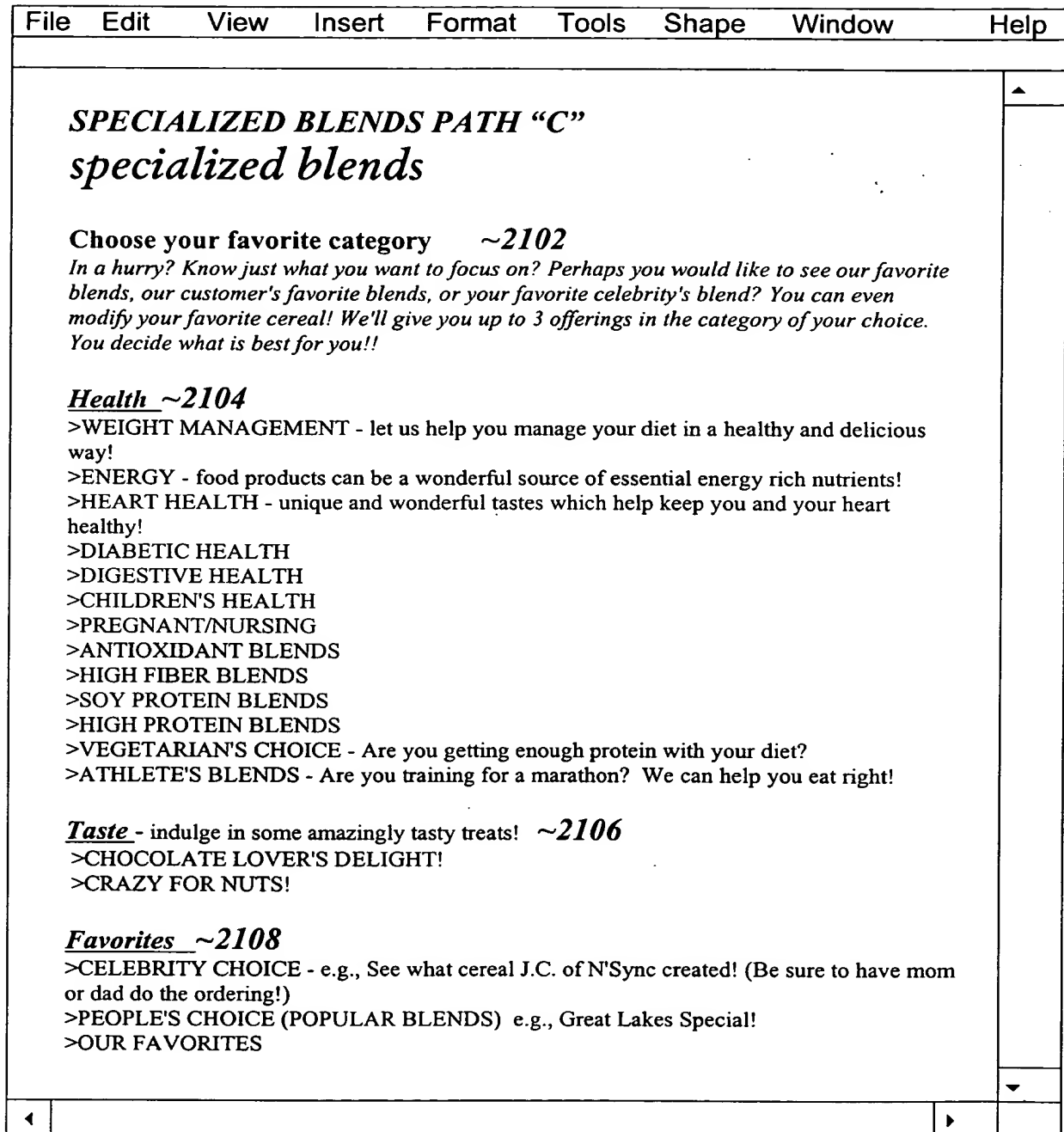
Cereals (Choose 1, 2, or 3)			Vitamins & Minerals (Choose 1)
<ul style="list-style-type: none"> • Cheerios® • Corn Chex® • Rice Chex® • Wheat Chex® • Cinnamon Toast® • Cocoa Puffs® • Corn Flakes® 	<ul style="list-style-type: none"> • Fiber 1® • Sugar Frosted Corn Flakes® • Granola® • Honey Nut Cheerios® • Honey Nut Chex® • Golden Grahams® • Kix® 	<ul style="list-style-type: none"> • Lucky Charms® • Raisin Bran® • Crispy Rice® • Shredded Wheat® • Total® • Trix® • Wheaties® 	<ul style="list-style-type: none"> • Standard vitamins & minerals • Personalized blend* <p>Other Nutrients (0, 1, or 2)</p> <ul style="list-style-type: none"> • Fiber (bran) clusters • Soy protein clusters
Nuts (Choose 0, 1, or 2)	Fruits (Choose 0, 1, or 2)	Sweet Stuff (Choose 0, 1, or 2)	
<ul style="list-style-type: none"> • Almonds • Hazelnuts • Honey nut clusters • Macadamia nuts • Pecans • Peanuts • Raisin nuts • Walnuts 	<ul style="list-style-type: none"> • Apple chunks • Apricots • Bananas • Blueberries • Sweet cranberries • Dates • Peaches • Raspberries • Raisins • Golden Raisins • Strawberries • Tropical (pineapple, papaya, and mango) 	<ul style="list-style-type: none"> • Chocolate chunks (dark) • Chocolate chunks (milk) • Chocolate chunks (white) • Chocolate & peanut butter • Chocolate coated peanuts • Chocolate coated raisins • Coconut (shredded) • Malted milk balls • Marshmallow bits • Yogurt chips - vanilla • Yogurt chips - blueberry • Yogurt chips - strawberry 	<p>Current Price</p> <p>\$1.00</p> <p>Per Single-Serve Bowl</p> <p>■ <u>Clear</u></p> <p>■ <u>Click here to save this combination</u></p> <p>■ <u>Click here to create another combination</u></p>

1816

* first you must complete our health and nutrition survey

alternate modify option

FIG. 20



1456

FIG. 21

<input type="checkbox"/>									▼	▲
File	Edit	View	Insert	Format	Tools	Shape	Window	Help		
<p><i>specialized blends recommendations</i></p> <p>Here are some favorite blends created and recommended by us, other users of ourwebsite.com, or even your favorite celebrity. Enjoy!"</p> <p>2202~ <u>Heart Health</u>- Because you checked Heart Health, we've shown you one or more cereals with soluble fiber from oats, antioxidant vitamins C and E, vitamin B6, folic acid, vitamin B12.</p>										
								◀	▶	

457A

FIG. 22A

<input type="checkbox"/>									▼	▲
File	Edit	View	Insert	Format	Tools	Shape	Window	Help		
<p><i>specialized blends recommendations</i></p> <p>Here are some favorite blends created and recommended by us, other users of ourwebsite.com, or even your favorite celebrity. Enjoy!"</p> <p>2204~ <u>Energy</u>- Because you checked Energy, we've shown you one or more cereals with fiber, antioxidant vitamins C and E, B-complex vitamins, magnesium, zinc.</p>										
								◀	▶	

457B

FIG. 22B

<input type="checkbox"/>									▼	▲
File	Edit	View	Insert	Format	Tools	Shape	Window	Help		
<p><i>specialized blends recommendations</i></p> <p>Here are some favorite blends created and recommended by us, other users of ourwebsite.com, or even your favorite celebrity. Enjoy!"</p> <p>2202~ <u>Weight Management</u>-Because you checked Weight Management, we've shown you one or more cereals with fiber, antioxidant vitamins C and E, B12 vitamins, and we have limited your calories, fat and carbohydrate exchanges.</p>										
								◀	▶	

457C

FIG. 22C

<input type="checkbox"/>									▼	▲
File	Edit	View	Insert	Format	Tools	Shape	Window	Help		
<p><i>specialized blends recommendations</i></p> <p>Here are some favorite blends created and recommended by us, other users of ourwebsite.com, or even your favorite celebrity. Enjoy!"</p> <p>2202~ <u>Taste Treats</u>-Great tasting with wonderful nutrition-what could be better? Your hardest decision is which one to pick!</p>										
								◀	▶	

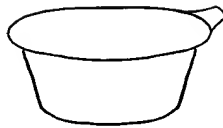
457D

FIG. 22D



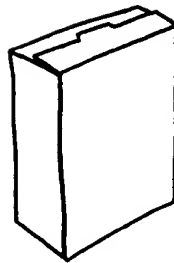
~2302

FIG. 23A



~2304

FIG. 23B



~2306

FIG. 23C

FIG. 23A